



# EFFECTING WAYS TO CREATE BACKLINKS

# EFFECTIVE WAY OF CREATING BACKLINKS

1. Ask To Guest Blog.
  2. Ask Your Partners/Distributors/Suppliers.
  3. Ask For Credit Where Credit Is Due.
  4. Leverage Brands And Influencers To Share Your
  5. Products Or Services.
  6. Create Engaging Visual Content
  7. Publish Original Research.
  8. Build A Useful Free Tool.
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- A decorative string of warm white and blue LED lights is visible at the bottom of the slide, adding a festive or modern touch to the presentation.

# Ask To Guest Blog

- One of the most effective ways to build whitehat backlinks is to find guest blogging opportunities. Guest blogging allows your business to build your backlink profile organically by inserting links to your own resources, studies, and more, where applicable and relevant.

# Ask Your Partners/Distributors/Suppliers

If you partner with a business or are a preferred vendor or supplier, ask for a link to your site.

Since you already provide a valuable service to a business, they'll be more inclined to link back to you as you've already developed a business relationship with them.




# Ask For Credit Where Credit Is Due

Sometimes, your business may be mentioned  
, but you aren't receiving proper credit.



For example, you may provide a glowing testimonial  
for a vendor, but they aren't linking to your site.



# Leverage Brands And Influencers To Share Your Products

Leverage

Social Media

Influencers

The key is to leverage the organic influence of the right people to create deeper engagement between their followers and your brand, and countless variables will affect your strategy.



# Publish Original Research

When considering why and when people share content, you must consider the psychology of content sharing.

A recent study found that 94% of respondents said that they carefully consider how the information they share will be useful to the recipient.

# Build A Useful Free Tool

## Free Link Building

Building a free tool or a light version of your solution is an effective way to build quality white hat backlinks.

It can also drive potential leads.

For example, Adobe offers free or “lighter” versions of several of its tools, such as Adobe Acrobat Reader and Adobe Photoshop Express.

## Publish Ultimate And Step By Step Guides

As the name suggests,  
ultimate guides are the “ultimate” resource on a designated  
topic.

The word ultimate suggests you have the best,  
most in-depth current knowledge on the subject,  
drawing consumers to want to learn more.

# Use Citations

Citations may not be as prominent of a search ranking factor as they were in the past; however, their benefits are not completely obsolete.

Local citations help publish your business' information across the vast search ecosystem.

# Create A Roundup Or “Ask the Experts” Blog Post

Asking others for insights around a certain topic can help strengthen your content and add valuable information you may not otherwise have had.

It's also a great way for the contributor to include their own link in your post to improve their backlink profile.

# Leverage Public Relations

Having a public relations plan is a great way to build prominence and authority in your industry.

It's also a surefire way to help you build your backlink profile.

For example, each press release your business publishes is an opportunity to add at least one backlink to your site.

# Mine For Broken Links

Broken links negatively impact a user's experience with a site.

Consider when a user eagerly searching for information clicks a broken link to your site.

This likely causes frustration and a potentially lost customer.

# Thank You!

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